Maternal and Child Health Bureau

Poison Control Centers Online Database / e-resource

June 17, 2003

Health Resources and Services Administration
Maternal and Child Health Bureau

Moderator: Evelyn Waring, RN, BSN, CSPI

Online Research

POISON Help 1-800-222-1222

HRSA

University of Virginia Health System

Curry University of Virginia

Online Research

Getting information online

Sue Kell, M Ed, CSPI

Education Coordinator
Blue Ridge Poison Center
University of Virginia Health System

Online Research

Realizations

'*The Net has given you instant research gratification—assuming, that is, that you can actually* ***find*** *what you're looking for online.'*

'Surfing merely skims the surface. Searching is a lot more like scuba diving; it goes ***deep****.'*

from Researching Online for Dummies- 2nd Edition, Basch and Bates, 2000

Needs Assessment OR

- 27 American Association of Poison Control Center's (AAPCC) Public Education Committee (PEC) Educator responses! Thanks!
- PEC Educators ARE wired and knowledgeable
- DO have internet access, know about and use search engines, able to download files
- NEED some help on advanced search options, online databases

Today's Program Objectives

1. Promote use of online research
2. Learn some lingo
3. Create a research plan
4. Navigate the database highway
5. Find technology friendly

Online Research Facts

- 245 million searches performed each day in the U.S.
- What people search on:
  1. 65% Information and reference
  2. 15% Commerce-related
  3. 20% Entertainment
- 80% of searchers use either:
  1. Google
  2. Yahoo!
  3. MSN
  4. AOL

More Online Research Facts

- Search market values for 2002 at $1.4 billion and expected to grow to $7 billion by 2007
- Experts predict improved search technology from 'intelligent search skins'
  1. Intelligent
  2. Relevant
  3. Customized
- 74% of searchers use 1 or 2 keywords per query
- Cost per online search lead is $.29 (vs. $9.94 direct mail)

Terms of Agreement

- Internet- computers from 65 countries connected by internet service providers
- Internet service provider- company that supplies e-mail and browser capabilities to user
  - AOL
  - MSN
  - EarthLink
  - Prodigy
  - CompuServe
- World Wide Web- accessible information from the internet

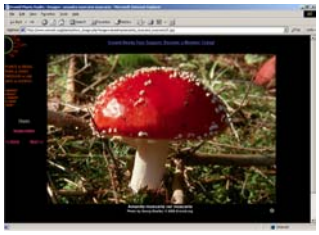
More Terms of Agreement

- Online database- collection of electronic information files
- Search engine- software that locates sites related to keywords
- Gated sites- websites that require registration and/or fees; search engines won't touch
- Upload/download files- moving a file from your computer to a host computer or vise versa

Upload/Download Files

Pictures:
http://www.erowid.org/psychoactives/psychoactives.shtml
Right Click→Save Picture As→.jpeg (pick location on your hard drive)

To copy whole screen:
- Hold down 'Alt'
- Push 'Print Screen'
- Then move to file
- Hold down 'Ctrl'
- Push 'v'
- Viola!



Before you start looking....

Have a Plan	Examples
1. Define your topic	1. 'Methods to evaluate injury prevention education programs'
2. Identify keywords	2. Injury, Evaluation, Injury Prevention, Education, Education Programs, Evaluation Methods, Safety, Accident prevention
3. Select the right search tools	3. Google or AskEric?
4. Conduct your search	4. Input keywords and enter
5. Evaluate your results	5. Look at hits on search results
6. Repeat as needed	6. Repeat as needed

Search sample

Search sample

Search sample

Search What ? The Combo

- Search Engine- needle in the haystack, not time-sensitive
- Subject Catalog- general and unfocused, lots of info on topic
- Guru pages and mega sites- info on single topic
- Library Catalogs and archives- resources from a library
- Ready Reference- simple facts
- Gated Websites- precise and powerful
- Human Resources- ask an expert

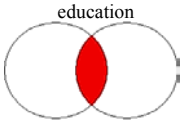
Search Techniques

Ways to avoid 64,145 hits!

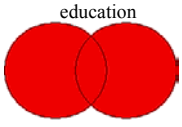
- Keyword searching
- Using synonyms
- Keyword phrase searching, use quotes
- Subject searching
- Author searching
- Using Boolean operators (and, or, not)

Boolean Searching

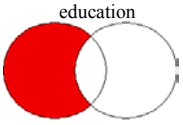
AND- 'Injury prevention' and education



OR- 'Injury prevention' or education



NOT- 'Injury prevention' not education



Remember Capital Letters!

More Search Techniques

- Parentheses- can use AND, OR, NOT in the same search statement- example:
  ('injury prevention' and education) OR ('evaluation methods' and 'injury prevention')
- Enter most important terms first- order matters! Watch out for phrases!
- Identify variant spellings (watch for tense, plurals!), case-sensitivity
- Time, geographic, periodical limits
- Truncation wild cards (*, ?, $), field proximity

Bottom Line Search Tips

- Keep it simple to start, use default search mode (quick search, simple search)
- Enter rarest and most important search terms first.
- Use phrases or proper names whenever possible
- Use plus (+) sign to indicate words that must appear
- Click on Help, Search Tips, Advanced Search to find out more

About Search Engines

- Use Algorithms to retrieve results
- Each search engine indexes Web sites and Web pages with a different algorithm
- Three types of search engines: general, meta, specialized

Search Engines- Google

- Largest search destination
- Googlism- searches by relevance and popularity
- Projected growth in 2003---30-40%
- 150 million searches a day
- 100,000 active advertisers

Online Research — Search Engines- Google

- Google can be used to find images, .pdf files, word files, and PowerPoint presentations posted on the web.
- Results list shows hits!

Online Research — Preferences- Google

- Click on preferences from Google home page
- Number of results- set to 100 (saves time, don't have to load 'Next 10' over and over
- Safe Search filtering, off or on?
- Open results in a different window
- Save preferences

Online Research — Toolbar- Google

http://toolbar.google.com

- You can make Google your homepage if you're a searcher
- Download Google toolbar (toolbar.google.com) with Explorer to add Google search field underneath the address bar. This allows:
  - Restrict search in current website
  - Search for 'Similar Pages' or 'Backwards Links'
  - PageRank shows Google's ranking of current page
  - Highlighting search terms on page
  - Word Find- find search terms on page

Search Engines- YAHOO!

- Largest international portal
- Generated $953 million in revenues in 2002
- Editorial-based directory
- Affiliations with Google, Overture
- Watch out Google!

Search Engines- MSN

- Wide range of services attracts users
- One stop service

Search Engines- AOL.COM

- Search not central focus
- Outsourced search and paid listings to Google
- Still a major player

Databases- AskERIC

http://ericir.syr.edu/

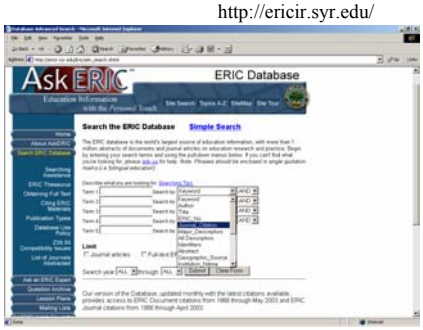
Journals:

Use this database to find:

- Education- related journals
- Magazine articles
- Unpublished materials

Databases- AskERIC

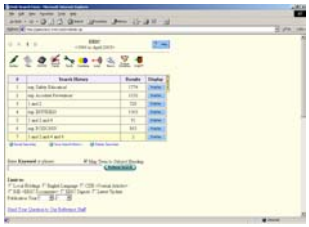
http://ericir.syr.edu/



Databases - OVID

This database provides citations and abstracts for education-related journal and magazine articles.

The OVID version of the ERIC database also provides full text access to "unpublished" items such as conference papers, technical reports, some doctoral dissertations, monographs, government reports, and more from 1993- present.



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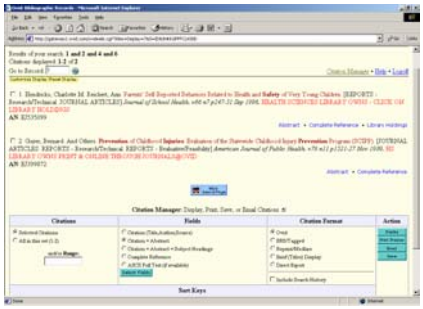


Databases- OCLC WorldCat

Books:

Online Computer Library Center- OCLC is a nonprofit membership organization serving 43,559 libraries in 86 countries and territories around the world.

Also:

BARNES&NOBLE.com www.bn.com

amazon.com

http://www.oclc.org/worldcat/

Databases- LexisNexis

http://web.lexis-nexis.com/universe

Newspapers:

Fulltext newspaper articles on your subject. When connected, click on the NEWS icon to search fulltext newspapers and magazine articles.

Track your media hits!

Online Research Databases- PubMed National Library of Medicine NLM

PubMed includes all citations in Medline and articles yet to be indexed and some full text articles and related resources.

http://www.ncbi.nlm.nih.gov/PubMed/

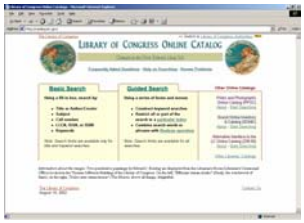
Online Research Databases- PubMed National Library of Medicine NLM

Online Research Databases- PubMed National Library of Medicine NLM

Databases- The Library of Congress

Largest library in the world, with more than 120 million items

The collections include more than 18 million books, 2.5 million recordings, 12 million photographs, 4.5 million maps, and 54 million manuscripts.

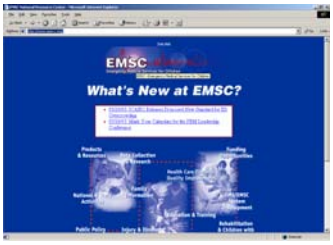


http://catalog.loc.gov/

Databases- EMSC

The EMSC Program supports two resource centers--the EMSC National Resource Center (NRC) and the National EMSC Data Analysis Resource Center (NEDARC).

NRC provides support and assistance on a variety of topics, operates a clearinghouse, and provides information to professionals and the public.



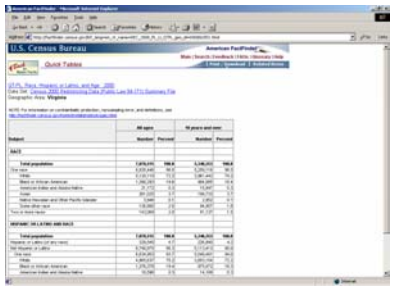
http://www.ems-c.org/

Databases- American FactFinder

Popular tables and maps for the U.S., states, counties, cities, towns, and American Indian reservations

http://factfinder.census.gov/servlet/BasicFactsServlet

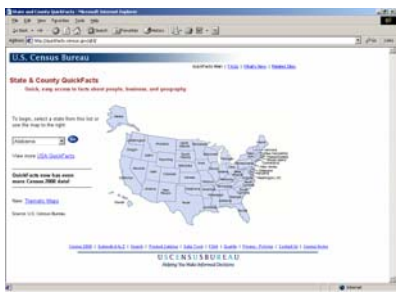
Databases- American FactFinder



Databases- State & County QuickFacts

http://www.census.gov/main/www/cen2000.html

Databases- State & County QuickFacts

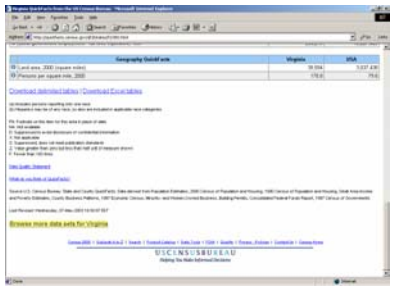


http://quickfacts.census.gov/qfd/

Online Research

Databases-

State & County QuickFacts



Online Research

Databases-

State & County QuickFacts

Online Research

Databases-

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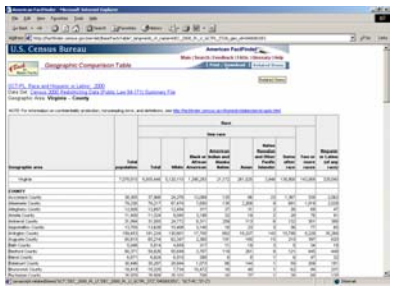

Databases- Ingenta

Enables user to access the full-text of journal subscriptions online

Can purchase articles from over 26,000 publications on a pay-per-view basis

http://www.ingenta.com/

Databases- Microsoft Office

100,000 clips available for non-profit use

Art, photos, sounds and more

http://dgl.microsoft.com/

Thanks to You!

Chris Holstege, MD
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Maxine Jones
Carol Delany

David Batton
Jim McGowan
Marcus Martin, MD

Kay Cutler, MS
John Bunch, PhD
Mable Kinzie, PhD
Glen Bull, PhD

Online Archive for Poison Center Educators

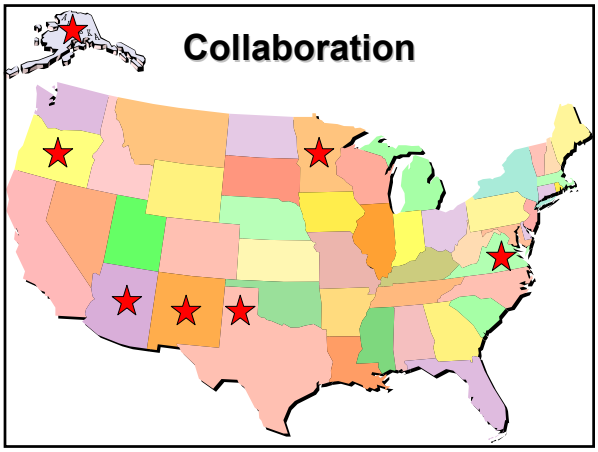
History

- Idea generated amongst new educators at 2001 NACCT and assigned to the historical subcommittee
- Article in the Winter, 2002 edition of the Educators' Antidote
- Sue Kell (equipped with technological know-how) became involved in project.

History

- Presentation to Public Education Committee at NACCT in Palm Springs met with lively discussion and support
- The "Archive" gets a name and the e resource subcommittee is formed
- PEC Steering Committee makes the e resource a priority on the strategic plan

Collaboration



So…What is it?

- eresource is an online database for Poison Center Educators that will include:
  - Articles
  - Images
  - Presentations
  - Public Service Announcements
  - PEC Historical Information
  - Ideas for expansion include information for SPI's, Managers, and Medical Directors

How Does It Work?
Creating the Tool

- Submissions are essential
  - Ex: Educator X in Texas goes to a Rattlesnake Round-Up and takes a great snake picture.
  - Educator X submits the photo to the eresource to be used by fellow educators as they see fit:
    - ✓without cost
    - ✓without permission
    - ✓without credit
    - ✓without hassle

How Does It Work?
Utilizing the Tool

- Sharing
  - Educator Y in Arizona gets a call requesting a presentation (tomorrow) about CroFab and rattlesnakes. She needs some pictures…***fast and hassle free.***
  - —e— resource to the rescue

Who Maintains —e— resource ?

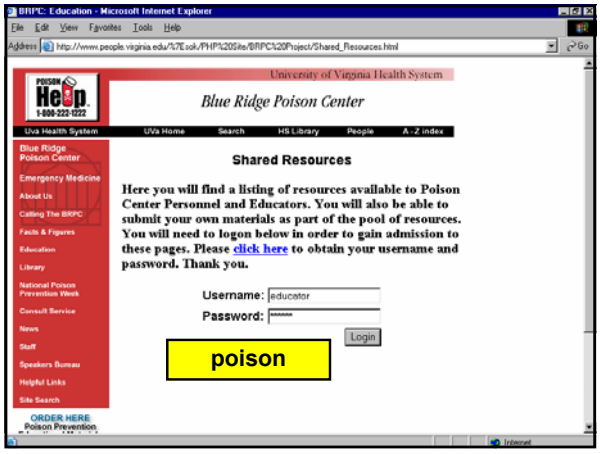
- Current members of the subcommittee

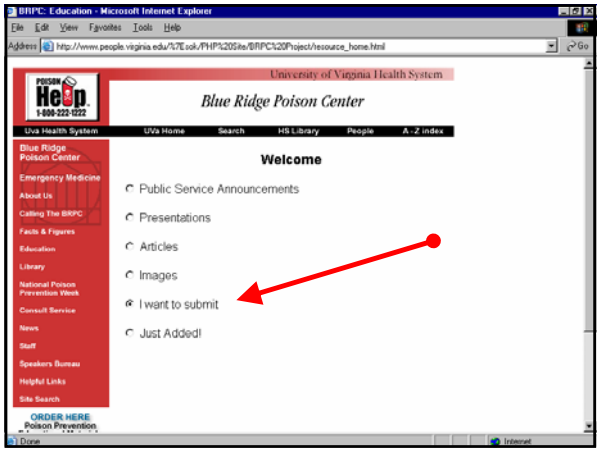
  Sue Kell, Blue Ridge Poison Center, Charlottesville, VA
  Ronica Farrar, Texas Panhandle Poison Center, Amarillo, TX
  Steve Setzer, Minnesota Poison Control System, Minneapolis, MN
  Loretta Esquibel, New Mexico Poison & DI Center, Albuquerque, NM
  Ann-Marie Krueger, Samaritan Regional Poison Center, Phoenix, AZ

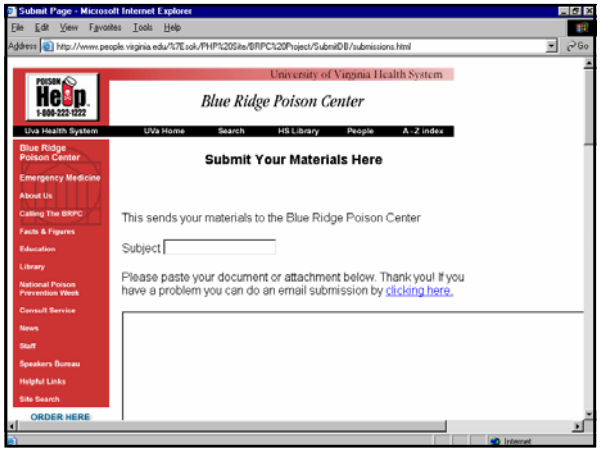
  - Grant funding has been requested to cover a paid programmer, expedite development with dedicated personnel, and ensure sustainability.

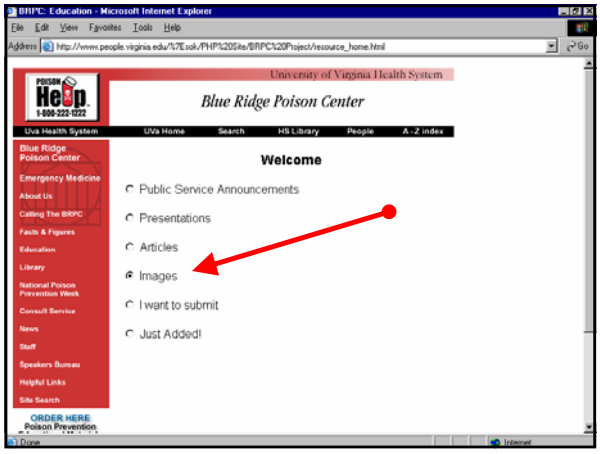
www.healthsystem.virginia.edu/internet/brpc
Blue Ridge Poison Center
Save this number. You might save a life.
POISON Help
1-800-222-1222

Library
The primary function of the BRPC is to provide rapid access to toxicologic information, acting as a consultant in the assessment of exposures to potentially toxic substances. Information includes:
product ingredients
clinical effects
decontamination
toxic dose ranges
antidotal therapy
supportive therapy
enhanced elimination
toxicokinetics
laboratory assessment
tablet/capsule identification
Educators' Archive


Blue Ridge Poison Center
Shared Resources
Here you will find a listing of resources available to Poison Center Personnel and Educators. You will also be able to submit your own materials as part of the pool of resources. You will need to logon below in order to gain admission to these pages. Please click here to obtain your username and password. Thank you.
Username: educator
Password:
Login
poison


BRPC: Education - Microsoft Internet Explorer
University of Virginia Health System
Blue Ridge Poison Center
Welcome
Public Service Announcements
Presentations
Articles
Images
I want to submit
Just Added!


Submit Page - Microsoft Internet Explorer
University of Virginia Health System
Blue Ridge Poison Center
Submit Your Materials Here
This sends your materials to the Blue Ridge Poison Center
Subject
Please paste your document or attachment below. Thank you! If you have a problem you can do an email submission by clicking here.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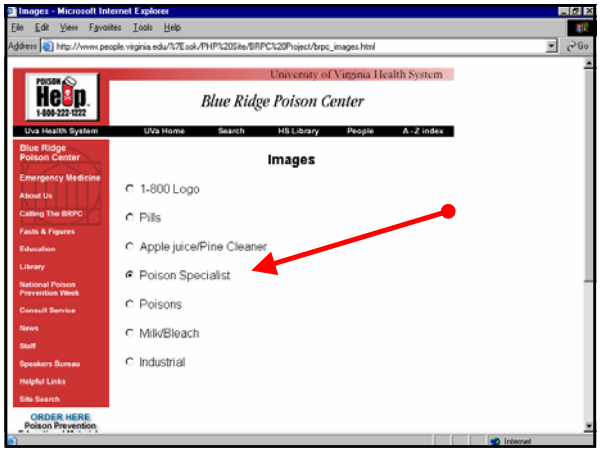
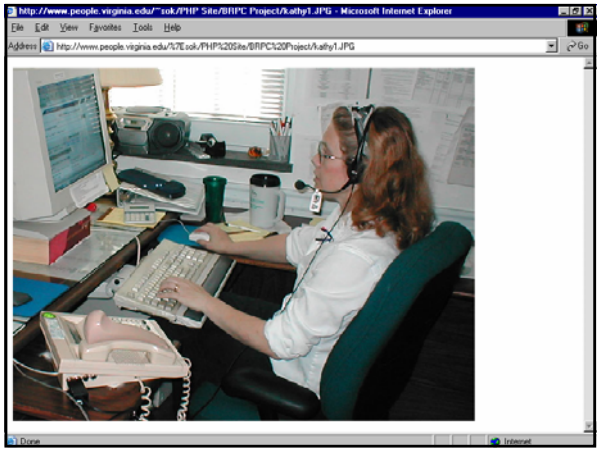
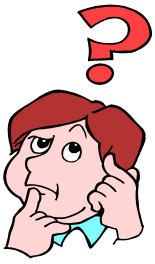




Sounds Great…What Do I Need To Do To Help?

- Be willing to submit
  - Find items that you would be willing to share with your fellow educators
- Respond to related list serve messages
- Volunteer for the subcommittee
- Contact Sue or Ronica with comments or suggestions.
- Be open minded to the benefits of sharing information and collaboration of centers.

e
resource



Maternal and Child Health Bureau

Question and Answer Session